2016 Annual Report

Member Hospitals

Archbold Medical Center
Augusta University Medical Center
Brooks County Hospital
Children's Hospital of Georgia
Clinch Memorial
Coffee Regional Medical Center
Colquitt Regional Medical Center
Columbus Regional Health
Columbus Regional - Northside Medical Center
Cook Medical Center
DeKalb Medical Center
Doctors Specialty Hospital
Donalsonville Hospital
Floyd Medical Center
Floyd Polk Medical Center
Gwinnett Health System
Gwinnett Medical Center- Duluth
Grady General Hospital
Grady Health System
Hillandale Hospital
Lanier Park Hospital
Meadows Regional Medical Center
Midtown Medical Center
Mitchell County Hospital
Navicent Health
Northeast Georgia Medical Center
Northside Hospital
Northside Hospital - Cherokee
Northside Hospital - Forsyth
Northridge Medical Center
Phoebe Putney Memorial Hospital
Phoebe Sumter Medical Center
Phoebe Worth Medical Center
Piedmont Health System
Roosevelt Long Term Acute Care Hospital
Roosevelt Warm Springs Institute
South Georgia Medical Center
South Georgia Medical - Berrien Campus
South Georgia Medical Center - Lanier Campus
Southwest Georgia Regional Medical Center
St. Joseph's/Candler
St. Mary's Good Samaritan
St. Mary's Healthcare System
St. Mary's Sacred Heart Lavonia
Stephens County Hospital
Tanner Health System
The Medical Center of Peach County
Tift Regional Health System
TiftCook Memorial Hospital
University Hospital
University Hospital - McDuffie
Upson Regional Medical Center
Wayne Memorial Hospital
WellStar Health System
WellStar Douglas Hospital
WellStar Cobb Hospital
WellStar Kennestone Regional
WellStar Paulding Hospital
WellStar Windy Hill Hospital
WellStar West Georgia Health
Wills Memorial Hospital

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LETTER FROM OUR PRESIDENT

2016 has been a year of wait and see. Many of the state level issues that have dominated our discussions will be unavoidable this year.

Just after our last Annual Conference, the Department of Community Health shelved a plan that would have lifted restrictions on Cancer Treatment Centers of America facilities, but they appear to be gearing up for 2017.

A serious push to repeal the Certificate of Need law went nowhere last year, but, another attempt this year is likely.

We must be prepared to face issues that continually come up - Certificate of Need and renewal of the provider fee.

As members of the Alliance, I urge everyone to invest time in catching up with your local legislators, so that when you need to call on them during the session, you have a solid foundation of trust.

As an alliance, we'll need to be most agile to address these issues and continuously remind legislators of the central role that community hospitals play in our hometowns.

Sincerely,

Monty M. Veazey
President
Georgia Alliance of Community Hospitals

FREE CHOICE HEALTHCARE FOUNDATION

Free Choice Healthcare Foundation is a non-profit community outreach program focusing on the financial needs of the patient.

Our mission is to connect patients to managed care networks in the local communities we serve.

Free Choice Healthcare provides financial assistance to patients who would otherwise be unable to afford better access even with the provisions granted by the Affordable Care Act of 2010.

FREE CHOICE HEALTHCARE FOUNDATION

The free choice foundation is a non-profit community outreach program focusing on assisting the under-privileged in getting healthcare. Our mission is to connect patients to managed care networks in the communities we serve. Free choice foundation provides financial assistance to patients who would otherwise be unable to afford better access even with the provisions granted by Affordable Care Act Of 2010.

The free choice foundation is located in Newport Beach, California. The foundation is a Non-Profit 501-3(c) organization with a mission of providing health insurance for those uninsured on Medicaid or those that cannot afford the new subsidized exchange policies.

In many cases hospital systems with a high Medicaid population face burden of low to no reimbursements. The expansion of Medicaid in many states require hospitals to look for new solutions. Free choice is a solution that allows doctors to make medical decisions without the hindrance of the patient being on Medicaid or being uninsured and patients have the opportunity to get the best medical care available.

We are specifically looking to help N-ICU babies and others, who would be on Medicaid or in need of higher cost procedures, so the resources of the foundation can maximize the benefit to the hospital.

Recently, the AHA released legal advisory informing hospitals that they are allowed to partner with non-affiliated third party foundations for premium assistance under the Affordable Care Act Of 2010.

www.freechoicefoundation.org

FOR QUESTIONS REGARDING OUR PROGRAM CONTACT

Jonathan Presley

AT

404.271.7424

OR

jpresley@freechoicehealthcare.com

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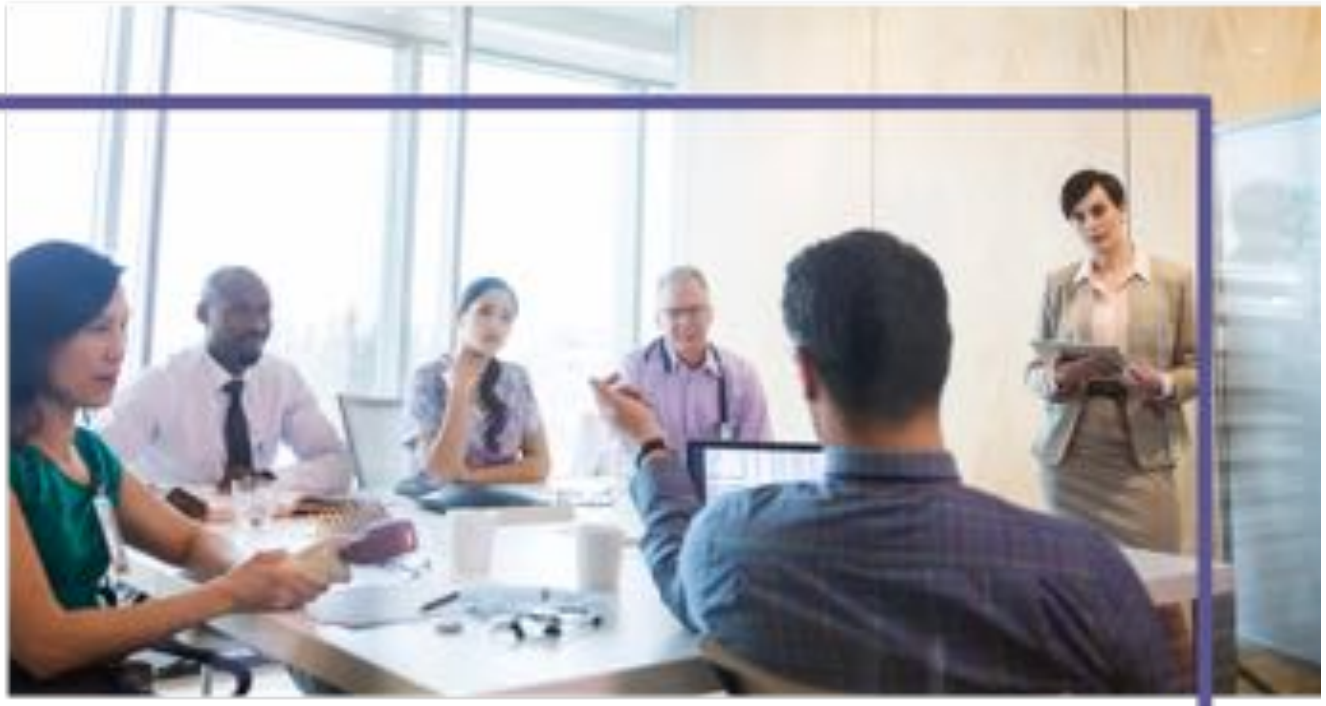

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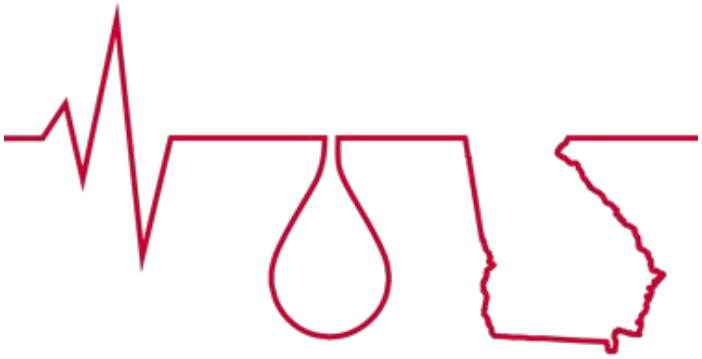

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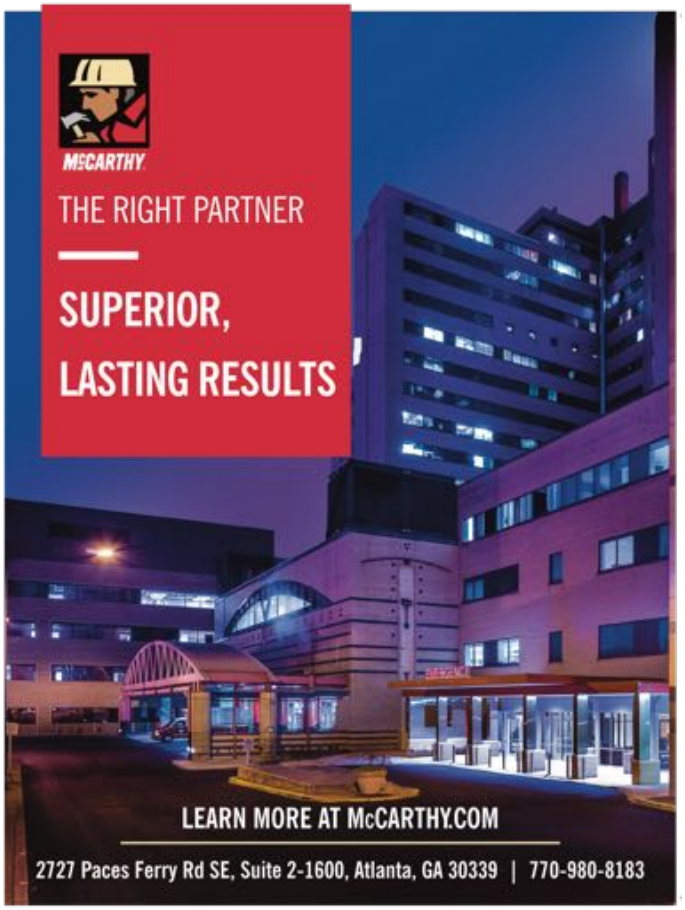

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Large Hospital of the Year

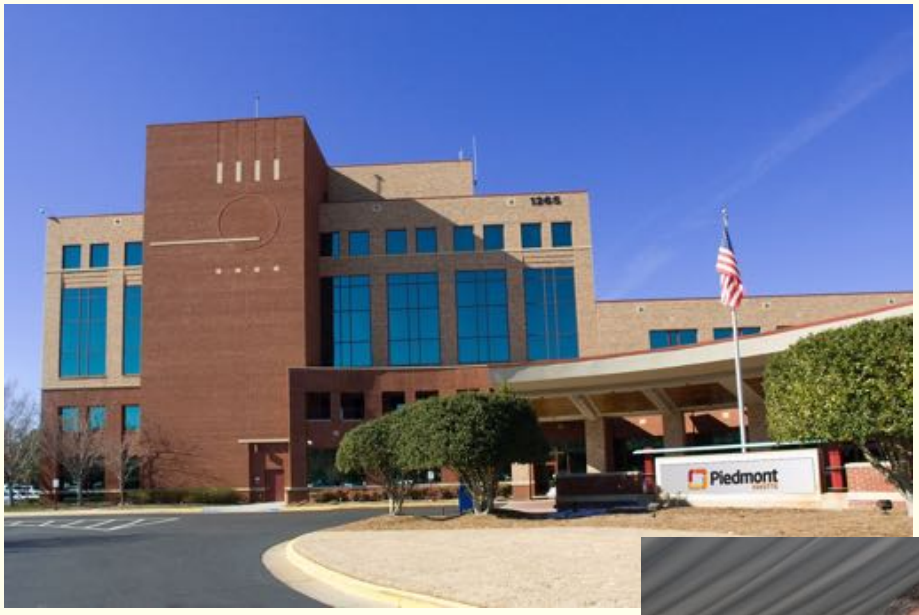
Piedmont Fayette Hospital

Piedmont Fayette Hospital was recognized for developing innovative programs to expand their reach in the community and help students get a head start on careers in healthcare.

Working with Fayette County Schools and Southern Crescent Technical College, Piedmont Fayette Hospital developed a program to bring Allied Health students into a Certified Clinical Medical Assistant Program, giving them training, job opportunities, and a head start on further education to work in the medical field. Additionally, they developed a three-year plan to implement Concussion Testing Protocols for student-athletes and conduct baseline screening for all students.

Piedmont Fayette has increased the availability of healthcare services to indigent community members by providing free Laboratory Screening, Diagnostic Testing and flu shots through two community clinics and providing free healthcare to eligible uninsured low-income adults.

We are grateful to Piedmont Fayette Hospital for their unwavering commitment to improving the health of local community members and we are proud to recognize them as the Georgia Alliance 2016 Large Hospital of the Year.



Small Hospital of the Year

Northridge Medical Center

Northridge Medical Center was recognized for increasing its commitment to its community expanding its services to provide 24/7 access to hospital, surgical, orthopedic, and pulmonary services.

They have expanded their technology to better serve their community, increasing nuclear medicine from twice monthly visits from a mobile unit to an in-house nuclear medicine machine and purchasing new x-ray equipment, surgical equipment, and respiratory technology. They received accreditation from the American College of Radiology for lung cancer screening.

Northridge has made significant upgrades to its facility and constantly challenged their staff to expand their community outreach through health fairs, at businesses and schools.

The Georgia Alliance of Community Hospitals is proud to honor Northridge Medical Center for their deep commitment to expanding access to quality healthcare in their community.

CEO OF THE YEAR

The Alliance honored Jerry Fulks, CEO of WellStar West Georgia for successfully leading his community hospital to excel in patient safety and technological modernization in order to better serve the hospital's community.

He has displayed innovation and leadership through the many serious challenges in today's healthcare environment.

WellStar West Georgia has been recognized as one of the nation's Most Wired Hospitals and Health Systems by the America Hospital Association's Health Forum, and named one of the nation's 100 Top Hospitals by Truven Health Analytics. Last year, it was named the top large hospital in Georgia by Georgia Trend Magazine.

The Alliance is proud to recognize Jerry as the 2016 CEO of the Year for his dedication and excellence.

LEGISLATOR OF THE YEAR

Representative Butch Parrish was recognized for more than 30 years of public service to local government, state department board and the General Assembly.

His many leadership roles include serving on the Rules, Economic Development & Tourism, Health & Ecology and Banking Committees. Representative Parrish is a long time member of the Appropriations Committee and currently chairs the Health Subcommittee of Appropriations.

The last two years he has been the driving force in increasing reimbursements for the obstetricians and gynocologists that care for most of Georgia's mothers.

The Alliance was proud to honor Representative Butch Parrish as the 2016 Legislator of the Year.

2016 Annual Conference Highlights

Professor Timothy Quigley of the UGA Terry College of Business

Tim Quigley spoke about how CEOs of healthcare organizations can affect change within their organization and the healthcare industry overall. From the 1950s to today, the importance of CEOs, called “the CEO affect,” on firm performance has increased. As an industry, healthcare falls in the middle for the importance of CEOs in driving change. Technology gives today’s CEO more tools to drive innovation in their firm and industry. Healthcare CEOs now have more ability to change their industry than previous executives.

Deloitte Panel Presentation

Jimmy Peterson, Josh Lee, and Vickie Monteith from Deloitte discussed changes in the regulatory environment for the healthcare industry today. The movement to quality-based and value-based payment systems has not been as sweeping, but the shift continues.

Patient out-of-pocket spending is increasing significantly, which is resulting in patients being more engaged in their healthcare decisions and more likely to “shop” for care like consumers in other industries.

Meanwhile, the working environment for doctors and other healthcare professionals is deteriorating, which may exacerbate shortages.

Within the hospital industry, the largest hospitals are getting stronger economically, while smaller institutions are facing greater challenges. The growth of bad debt in states like Georgia that chose not to expand Medicaid combined with smaller rate increases from private payors and cuts from Medicare and Medicaid continue to batter the industry.

These economic realities are driving greater consolidation within the industry.

2016 Annual Conference Highlights

Ron Galloway on Technology and Healthcare Delivery

Ron Galloway spoke about what he calls “Ambient Intelligence,” and how technology and the aging of the United States population will affect healthcare. Galloway believes that emerging technology like Amazon’s Echo, FitBit, and Apple’s Watch and iPhone can provide more healthcare and lifestyle data, direct it into healthcare applications, and drive costs down.

Longer lifespans, generational change, economics, and shortages of medical personnel will cause changes in caregiver models and require seniors to become more self-reliant, while technology, including greater availability of genetic information, will enable predictive health management, greater self-reliance for seniors and those with disabilities, and remote care by family caregivers as well as professionals. As artificial technology becomes better and more commonplace, it will become part of our healthcare delivery system and a cost-driver.

Charlie Cook and Stuart Rothenberg

Charlie Cook of The Cook Political Report and Stuart Rothenberg of The Rothenberg & Gonzales Political Report spoke about the politics of the national elections.

Rothenberg admitted he was wrong on the Republican nomination because his years of experience led him to ignore polls showing Trump leading in the GOP. “We were wrong.” But looking toward the general election, they’re looking more at the polling data, which clearly showed a looming Clinton victory. “This race is not merely Hillary Clinton’s to lose, she would have to go to unusual lengths to lose this race.”

Cook said, “if Republicans had nominated a potted plant, they would win this election,” but admitted, “we have no idea what’s going to happen.”

Jerry Fulks Awarded CEO of the Year

Tommy Chambless, Phoebe Putney Memorial Awarded Largest PAC Contribution

Loy Howard, Tanner Medical Center Awarded Most Improved PAC Contributions

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